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Food and Beverage Trade Show Promotions

Report Categories:

Promotion Opportunities

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Report Highlights:

There are no FAS endorsed trade shows planned in South Africa in 2019, however we are happy to share contact information for the upcoming shows to inform U.S. exporters in the food and beverage sectors of potential export opportunities and related trade shows. U.S. exporters interested in promoting their products and increasing export sales overseas can participate in these exhibitions that draws importers and buyers to engage in face-to-face talks. In addition, our office maintains a database to put American exporters in touch with the buyers.

General Information:

Section 1: Southern Africa Promotional Trade Shows That Might Be of Consideration

The potential to increase U.S. exports to Southern Africa's \$14 billion agricultural and agricultural related import market is strong, as the region relies on imported products, many of which the United States produces competitively. Click on this link [http://gain.fas.usda.gov/Recent GAIN Publications/U.S. and Southern Africa Agricultural Trade Reaches Record High Pretoria South Africa - Republic of 7-16-2018.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/U.S.%20and%20Southern%20Africa%20Agricultural%20Trade%20Reaches%20Record%20High%20Pretoria%20South%20Africa%20-%20Republic%20of%207-16-2018.pdf) for more information on Southern Africa U.S. agricultural trade.

The purpose of this report is to inform U.S. exporters in the food and beverage sectors of potential export opportunities and related upcoming trade events in Southern Africa, mainly in South Africa, Angola, and Zambia.

DISCLAIMER: The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information as dates are subject to change.

Dates	Event	Location	Organizers Contact Details
April 26-28, 2019	South African Cheese Festival 2019 As the most prominent Cheese Festival in South Africa in its 18 th year, it brings together cheese producers, crafters, and visitors to experience a wide variety of products from the dairy industry. The 2018 festival attracted over 30,000 cheese-loving visitors over a three-day event. The festival featured no less than 40 demonstrations presented by culinary specialist, including celebrity chefs.	Sandringham, Stellenbosch, Cape Town, SOUTH AFRICA	Reinette Basson Sales Executive (Exhibitors/Stalls) Agri-Expo Tel: +27 21 975 4440/1/2/3 Mobile: +27 82 592 9511 Email: reinette@agriexpo.co.za www.cheesefestival.co.za
May 8-11, 2019	Alimenticia Angola 2019 Alimenticia 2019 is the 6 th edition of Angola's largest meeting of food industry, beverages, distribution and logistics businesses in the country.	ZEE Special Economic Zone, Luanda, ANGOLA	Fransisco Sousa Trade Show Coordinator Events Arena Mobile: +244 921 385 528 Email: fransisco.sousa@eventosarena.co.ao www.eventosarena.co.ao
June 23-25, 2019	Africa's Big 7 2019 (AB7) Africa's Big Seven is co-	Gallagher Estate, Johannesburg,	Quinton Mollentze Sales Manager DMG Exhibition Management Services

	<p>located with SAITEX (Southern African International Trade Exhibition), and the Hotel Show Africa. Africa's Big 7 is Africa's international food & drink event which promises to bring together hundreds of global farm to fork suppliers including buyers and distributors from each segment of the buying community. SAITEX focuses on product sourcing offering suppliers the opportunity to meet business partners, buyers, and importers.</p> <p>According to show organizers, the 2018 event had over 250 exhibitors from 28 countries, 41 visiting countries, and 3,910 total attendees.</p>	SOUTH AFRICA	<p>(EMS) Africa Tel: +27 11 783 7250 Mobile : +27 76 708 5461 Email: quintonmollentze@dmgevents.com www.dmgeventsme.com www.africabig7.com</p>
September 6-8, 2019	<p>Fire & Feast Meat Festival</p> <p>The Fire & Feast Meat Festival Exhibition offers opportunities to attendees to sample and taste various cuts and a variety of meats. The expo is fairly new, and its second year 2018 edition included 8,000 visitors and registered approximately 80 local exhibitors including butchers, braai (grill) masters, and chefs. Other products include sauces, condiments, beverages, beer, hops, and distilled spirits.</p>	The TicketPro Dome Northriding, Johannesburg, SOUTH AFRICA	<p>Anneline Naidoo Customer Relations Manager Reed Exhibitions Tel: +27 11 549 8300 Mobile: +27 84 207 2248 Email: Anneline.Naidoo@reedexpoafrika.co.za www.fireandfeast.co.za</p>
October 3-5, 2019	<p>Africa Manufacturing & Safety Summit (AFMASS) 2019</p> <p>AFMASS is an annual food and beverage, agro processing, milling, hospitality, and foodservice industry expo. The expo is a one-stop destination that connects suppliers, food, beverage, and milling industry</p>	Mulungushi International Conference Center, Lusaka, ZAMBIA	<p>Food World Media Tel : +254 725 343 932 Email : marketing@foodworldmedia.net www.afmass.com ; www.foodworldmedia.net</p>

	professionals with other stakeholders to trade, network and learn about industries latest technology developments.		
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SECTION 2: POST CONTACT INFORMATION

If you have questions or comments regarding this report, please contact the FAS Office of Agricultural Affairs in Pretoria at:

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Other FAS market and commodity reports on South Africa are available through the FAS website

<http://www.fas.usda.gov> or <https://www.fas.usda.gov/regions/south-africa>